

**REMARKS**

Applicants have carefully reviewed the Office Action dated December 30, 2003. Claims 1-5 and 7-9 are pending in this application. Applicants have amended Claim 1 to more clearly point out the present inventive concept. Claims 6 and 10-18 have been previously canceled. Reconsideration and favorable action is respectfully requested.

The Examiner has objected to the Specification because it recites a list of continuation and related applications without providing the applications' serial numbers and current status. This has been corrected. Applicants have replaced the paragraph under the heading CROSS-REFERENCE TO RELATED APPLICATIONS with an amended paragraph.

Claims 1-5 and 7-9 stand rejected under 35 U.S.C. 103(a) as being unpatentable over *Bland et al.* and further in view of *Durst et al.* This rejection is respectfully traversed with respect with respect to amended claims.

Applicants' present inventive concept, as defined by the amended claims, is directed toward a system wherein a unique ID is provided to a user through a registration process provided by a software application that is run by the user. This software application is operable to, upon execution, allow the user to enter profile information and then obtain a unique ID. However, this obtaining operation is one that is associated with the software, as the software has a unique ID associated therewith, which unique ID is then transferred to the user. Thereafter, the user has the ability to utilize this unique ID before it is transferred to a vendor upon accessing a vendor's web site. When this is transferred to the vendor, the vendor then accesses a database having profile information stored therein which was stored therein when the unique ID was transferred to the user. With the use of this profile information, the vendor can then customize or filter the content provided back to the user. However, in addition thereto, activity information is sent back to the location that

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stores the profile information for updating thereof, i.e., it logs the web use of the individual.

The *Bland* reference is a reference that utilizes a background application that runs in conjunction with a browser on a user's computer. When a user accesses the web site, during the access of the web site, management data is collected. At the end of the access, then the user's computer transmits this to a potentially different location to log these activities. *Bland* differs from Applicants's present inventive concept in that the unique ID is used to provide the vendor (and not the user's computer) with the ability to access profile information for modifying content and then, after modification of the content and transfer back to the user, information regarding access to that web site is then transferred back to the location associated with the user profile information. This could be a remote site or the user's computer itself. However, it is noted that it is the vendor web site that receives the unique ID and causes a link to be made to the database having a profile information, extraction of the profile information and then later updating of the profile information. It is not user's computer as disclosed in the *Bland* reference. As such, Applicants believe that *Bland* does not in and of itself anticipate or obviate Applicants' present inventive concept, as defined by the amended claims. The Examiner's addition of the *Durst* reference does not cure these deficiencies, since *Durst* does nothing more than provide a means to allow a barcode to access a web site, i.e., it embeds a URL.

In view of the above, Applicants believe that neither *Durst* nor *Bland* taken singularly or in combination, anticipate or obviate Applicants' present inventive concept, as defined by the amended claims. Therefore, Applicants respectfully request the withdrawal of the 35 U.S.C. 103(a) rejection with respect to Claims 1-5 and 7-9.

Applicants have now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicants respectfully request full allowance of the claims

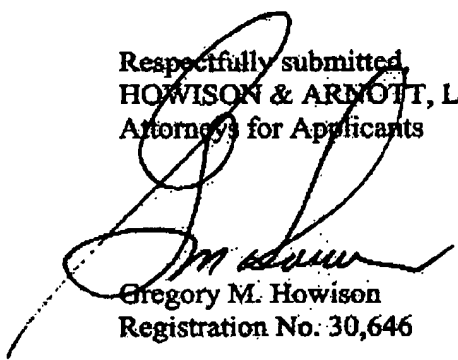
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as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to  
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Respectfully submitted,  
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